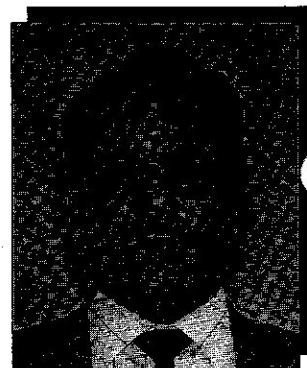


Certification Corner

Job Analysis A Big Success!

by George P. Kousaleos



On October 10 - 14, 1990 the National Certification Steering Committee held a series of meetings in Orlando, Florida. These included the final meeting of the Job Analysis Committee, the first meeting of the Test Specifications Committee and the Public Education Committee, and the final meeting of the Steering Committee before it evolved into the Certification Council.

Joan Knapp, Ph.D. and Eileen Antonucci, Ph.D. of Knapp and Associates were present for the Job Analysis Committee meeting. They explained the statistical results of the recently completed Job Analysis Survey that was sent to 6,930 massage therapists nationwide. The questions on everyone's mind were, "Is there a core body of knowledge for entry level massage therapy?" and "Do we have enough surveys returned to statistically validate the results?"

Here is what the Committee found out:

- The Job Analysis Survey *did* identify entry level knowledge and skills, (i.e., what entry level practitioners need to know and have to be able to do.) This is called the "core body of knowledge."
- There was an extraordinarily high level of agreement about the core knowledge and skills across every segment of the profession (age, gender, geographical location, formal education, level of training, and discipline specialty).
- The core body of knowledge reflected concern for consumer

protection and was directly related to consideration of the well being of the client.

- The data did not rule out discipline specialty subtests, but it did indicate that more research is necessary in discipline specialty areas.
- The response rate was well above what was needed for statistical validity, i.e., 43% responded out of 6,930 surveyed from a list of 23,000 practitioners.

A summary report that will be available soon and a final report presenting all the statistical data will be prepared by the end of the year. The Job Analysis is historically significant because it was the first national study of its kind for the profession of massage therapy. It was also significant because of the large number of practitioners identified and surveyed and because a core body of knowledge was identified.

With the results of the Job Analysis in hand, the Steering Committee turned its attention to the formation of two new committees. Susanne Carlson was named Chair of the **Test Specifications Committee**, whose responsibilities include writing a blueprint for test construction needs. This blueprint comes directly from the data of the survey. Susan Rosen was named Chair of the **Public Education Committee**, whose responsibilities include article writing, media relations, and the creation of a national image.

We also focused on Steering Committee issues. These included reviewing testing contractor proposals,

organizing formal liaison hearings, and discussion on the matter of evolving into a Certification Council. Four companies are still in the running for selection as the test developers and administrators of the national certification examination. Ultimately, the company selected must represent the highest professional standards, be able to begin item writing workshops this spring and have the capabilities to administer the examination nationwide.

The Steering Committee has selected February 1, 1991 as the date of the first liaison hearing. The liaison hearing will be held in San Diego, California at a site yet to be determined. Official liaison representatives will present written and/or oral reports on various issues that relate to national certification. These may include issues involved with sitting requirements, grandfathering, recertification, bylaws and governance of the future Board, and any other concerns of the liaison representatives.

An educational session will precede the liaison reports to inform those in attendance of the decisions and accomplishments of the past year, and a question and answer period will follow the liaison reports to allow anyone in attendance the opportunity to state concerns and ask further questions.

Finally the Steering Committee discussed the need to evolve into a Certification Council. The Council will organize all test construction

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A Lifetime of Service

Jay Victor Scherer – Director of Dr. Jay Scherer's Academy of Natural Healing in Santa Fe, New Mexico – died in November. Scherer had been in poor health since an August 18 car accident in which he suffered a head injury. Associates say although he was frail and nearly blind in recent years, Scherer tap danced on his 80th birthday and was very optimistic.

Scherer was born March 3, 1907 near Spokane, Washington. He trained with his mother who was a practicing herbologist and horticulturist. In the mid-1930's Scherer began his life's work. He practiced with a doctor of nutrition in Hollywood, California where they treated many movie stars. After Army service, he worked at Carrie Tingley Hospital in Truth or Consequences for a short while before being called back to duty by the Army. As a reserve officer he managed equipment and stock for the Manhattan Project during World War II.

In 1953 he opened the Niagara Health Center in Santa Fe, the city's first health spa. He partially retired from the business in 1969 and started a private practice. In 1979 he founded Dr. Jay Scherer's Academy of Natural Healing where he gave instruction in homeopathic medicine, herbs, diet, massage and medicine. Scherer once remarked, "Part of the training is self-discipline. A lot of people smoke, eat too much, use drugs and then expect doctors to fix 'em up." He wanted his students to take responsibility for their health, their moral standards and their massage practices. There are an estimated 1,000 graduates from the academy.

In 1983 the U.S. Medical Association awarded Scherer a lifetime membership "in recognition of meritorious

works and knowledge." In 1984 Scherer was named a "Santa Fe Living Treasure." He was a member of the International Society of Wholistic Therapy, the British Guild of Drugless Practitioners, the National Association of Physical Therapists and the American Massage Therapy Association.

Scherer remained a student during his lifetime until three years ago. He attended various schools of healing including the Institute of Drugless Therapy, Anglo-American Institute of Drugless Therapy in London, the Los Angeles School of Massage and Physical Therapy and the John F. Kennedy College of Nutraceutical Arts & Sciences. He earned doctorates and other credentials in naturopathy, homeopathy, osteopathy, instruction and nutrition.

Scherer was also an ordained minister and member of the Glad Tidings Evangelistic Association. In 1959 he was awarded a doctor of divinity degree from the Neotarian College of Philosophy. Last year he was ordained as a priest and bishop for the Diocese of Santa Fe in the Philippine Independent Catholic Church in the Americas and in the order of St. Jude.

Scherer, who never married, dedicated his life to the healing arts. "He's the pioneer," said Robert March, Director of the New Mexico Academy of Massage & Advanced Healing Arts in Santa Fe. "He's primarily responsible for attracting [natural healers] to this area. He was an inspiration to me."

One of nine children, Scherer is survived by a sister, Marie Scherer of Seattle, Washington and a brother, Chris Scherer of San Jose, California. ♦

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responsibilities, determine bylaws and governance issues for the future National Board, and decide on methods of self-assessment for the prospective examination candidate. Public education, media relations, liaison concerns and other pertinent issues will also be the responsibility of the Certification Council.

A new member was added to the Certification Council in addition to the original nine members of the Steering Committee. Jeffrey Maitland, Ph.D. of Scottsdale, Arizona and Faculty Chair of the Rolf Institute was previously a member of the Job Analysis Committee. By consensus vote, Dr. Maitland was approved and has since accepted his appointment. The first Council meeting will follow the liaison hearings on February 2 – 3, 1991.

Subsequent to the October 1990 meetings, Joan Knapp and George Kousaleos gave reports to leadership and membership groups in attendance at the AMTA National Convention in Miami Beach.

In December, George Kousaleos and Elliot Greene will attend the annual meeting of the National Organization for Competency Assurance and the National Commission of Certifying Agencies. The Certification Council is committed to following all guidelines that insure the highest professional standards.

1991 will be a year of involvement of a greater number of massage therapists and educators, as we come closer to the first administration of the National Certification Examination for Massage Therapists. ♦